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APR 23 2010

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-40APP (GP-092-00-US)**

Appl. No.: **10/795,807**

Applicants: **Salar Arta KAMANGAR, et al.**

Filed: **March 8, 2004**

Title: **ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER
COMPETITION**

TC/A.U.: **3688**

Examiner: **Daniel Lastra**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

In response to the Office Action mailed on December 23, 2009 (Paper No. 20091210), which set a period for response to expire on March 23, 2010, that period being extended one (1) month to expire on April 23, 2010, please reconsider the above identified application in view of the following:

Remarks/Arguments begin on page 2 of this paper.